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TO: M.A. Young
DATE: June 21, 1995
FROM: J. Guaneri
SUBJECT: **Personal Selling Action Plan**

Both Lee and I recognize the importance of Person Selling and have conveyed that message to the Division.

Our priorities remain Product, Promotion and Presence but we had added a fourth "P" of Personal Selling since the first of this year. The Division carries Name Generation cards into every retail call and works them as time permits. We have also engaged co-operative retailers/cashier to solicit responses.

Once a full plate of 3 Ps has been reduced somewhat, we will encourage Name Generation Days. In the meantime, to drive home the importance and have a little fun doing it, we are running a modest local performance contest through September 30, 1995 based upon the largest number of usable cards by sales representative. We will appraise you of the results.

I hope our program is satisfactory.

Sincerely,

Jim

J. Guaneri

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